

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:	)	
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Craig W. BARNETT et al.	)	Group Art Unit: unassigned
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Serial No.: New	)	Examiner: unassigned
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Filed: Herewith	)	
	)	
Title: METHOD AND SYSTEM FOR ELECTRONIC	)	
DISTRIBUTION OF PRODUCT REDEMPTION	)	
COUPONS	)	

Assistant Commissioner for Patents  
United States Patent and Trademark Office  
Washington, D.C. 20231

**PRELIMINARY AMENDMENT**

Sir:

Prior to the examination of the above-identified patent application, please amend the application as follows:

**IN THE CLAIMS:**

Please cancel claims 1-46 and add the following new claims.

--47. An online method for viewing and printing at a remote terminal user-specific coupons based on a user profile, the method comprising:

- storing in a storage device at a central location electronic coupon information pertaining to a group of coupons available;
- receiving at a central location a request from a user of a remote terminal, the request being received over a network and being a request for access to stored coupon information;
- determining at the central location if the user is a registered user, and

if the user is not registered:

- i) transmitting a prompt to the user's remote terminal to electronically complete a user profile and transmit the profile to the central location;
- ii) receiving and storing a user profile at the central location; and
- iii) downloading to the remote terminal a coupon data management software module for managing the printing of coupons, including unique user identification information;

if the user is registered, accessing the stored user profile;

the user viewing a subset of coupons from the group of coupons, the subset of coupons being based on user-specific information, which comprises user profile information and/or user usage history information;

the user selecting at least one coupon from the subset of coupons for printing, the coupon comprising various fields, including a redemption amount field and at least one other field, the redemption amount field comprising data indicative of a discount provided by the coupon, the redemption amount field and at least one other field being variable in accordance with user-specific information associated with the requesting user;

transmitting the selected coupon to a remote terminal in response to a received user request; and

a user printing the coupon at the remote terminal.

48. The method of claim 47 wherein the central location receives from the remote terminal data indicative of coupons printed by the user.

49. The method of claim 47 further comprising the step of sorting coupons by a predetermined classification.

50. The method of claim 47 further comprising the step of limiting a user to being able to print a particular coupon only once.

51. The method of claim 47 wherein each printed coupon is unique and comprises a bar code encoded with identification data.

52. The method of claim 47 wherein the coupon comprises an expiration date field indicative of a coupon expiration date, the expiration date field being variable based on user-specific information.

53. The method of claim 47 further comprising the step of collecting user-specific data for subsequent processing and analysis.

54. The method of claim 47 further comprising the step of receiving and storing at the remote terminal fixed coupon data, wherein the coupon includes variable coupon data and fixed coupon data, the fixed coupon data comprising fixed coupon parameters and user-specific data.

55. An online method for printing at a remote terminal user-specific coupons based on a user profile, and for redeeming coupons, the method comprising:

storing in a storage device at a central location electronic coupon information pertaining to a group of coupons available;

receiving at the central location a request from a user of a remote terminal, the request being received over a network and being a request for access to stored coupon information;

determining at the central location if the user is a registered user, and

if the user is not registered:

- i) transmitting a prompt to the remote terminal to electronically complete a user profile and transmit the profile to the central location;
- ii) receiving and storing a user profile at the central location; and
- iii) downloading from the central location to the remote terminal a coupon data management software module for managing the printing of coupons, including unique user identification information;

if the user is registered, accessing the stored user profile;

generating at the central location a subset of available coupons from the group of coupons, the subset of coupons being based at least in part on user-specific information, which comprises user profile information and/or user usage history information;

automatically transmitting from the central location the subset of coupons to the remote terminal, the coupons comprising various fields, including a redemption amount field and at least one other field, the redemption amount field comprising data indicative of a discount provided by the coupon, the redemption amount field and at least one other field being variable in accordance with user-specific information;

receiving at the remote terminal the subset of coupons from the central location; and

the user selecting and printing at least one coupon from the subset of coupons and presenting the printed coupon for redemption.

56. The method of claim 55 further comprising the step of reading at a redemption site the presented coupon to retrieve information from the coupon and storing retrieved information.

57. The method of claim 98 further comprising the step of providing the retrieved information to a coupon issuing center for subsequent analysis.

58. The method of claim 55 further comprising the step of limiting the ability of the user to print a particular coupon only once.

59. The method of claim 55 wherein each printed coupon is unique and comprises a bar code encoded with identification data.

60. The method of claim 55 wherein the coupon comprises an expiration date field indicative of a coupon expiration date, the expiration date field being variable based on user-specific information.

61. The method of claim 55 further comprising the step of collecting user-specific data for subsequent processing and analysis.

62. The method of claim 55, wherein the coupon comprises variable coupon data and fixed coupon data, the fixed coupon data comprising fixed coupon parameters and user-specific data.

63. An online method for a user to view and print user-specific coupons via a remote terminal, the method comprising the steps of:

storing in a storage device at a central location electronic coupon information pertaining to a group of coupons available;

receiving at the central location a request from a user of a remote terminal, the request being received over a network and being a request for access to stored coupon information;

determining at the central location if the user is a registered user, and

if the user is not registered:

- i) transmitting a prompt to the remote terminal to electronically complete a user profile and transmit the profile to the central location;
- ii) receiving and storing a user profile at the central location; and
- iii) downloading from the central location to the remote terminal a coupon data management software module for managing the printing of coupons, including unique user identification information;

if the user is registered, accessing the stored user profile;

the user viewing a subset of coupons from the group of coupons, the subset of coupons being based at least in part on user-specific information, which comprises user profile information and/or user usage history information;

the user selecting at least one coupon from the subset of coupons for printing;

transmitting from the remote terminal to the central location a request to transmit to the remote terminal the selected coupon, the coupon comprising various fields, including a redemption amount field and at least one other field, the redemption amount field being indicative of a discount provided by the coupon, the redemption amount field and at least one

other field being variable in accordance with user-specific information associated with the requesting user;

receiving at the remote terminal the selected coupon transmitted from the central location;  
subsequently varying at least one of the various fields of the selected coupon and  
generating at least one revised field;  
transmitting from the central location to the remote terminal the revised field; and  
replacing at the remote terminal the previously received field with the corresponding revised field and printing a revised coupon having the revised field.

64. An online method for a user to view and print via a remote terminal user-specific coupons based on a user profile, the method comprising the steps of:

storing in a storage device at a central location electronic coupon information pertaining to a group of coupons available;

receiving at the central location a request from a user of a remote terminal, the request being received over a network and being a request for access to stored coupon information;

determining at the central location if the user is a registered user of the system, and  
if the user is not registered:

- i) transmitting a prompt to the remote terminal to electronically complete a user profile and transmit the profile to the central location;
- ii) receiving and storing a user profile at the central location; and
- iii) downloading from the central location to the remote terminal a coupon data management software module for managing the printing of coupons, including unique user identification information;

if the user is registered, accessing the stored user profile;

the user viewing a subset of coupons from the group of coupons, the subset of coupons being based at least in part on user-specific information, which comprises user profile information and/or user usage history information;

transmitting from the remote terminal to the central location a request to transmit to the remote terminal at least one coupon selected from the subset of coupons, the selected coupon comprising various fields, including a redemption amount field and at least one other field, the

redemption amount field being indicative of a discount provided by the coupon, the redemption amount field and at least one other field being variable in accordance with user-specific information associated with the requesting user;

receiving at the remote terminal the coupon transmitted from the central location; and

printing at the remote terminal the selected coupon, wherein the coupon comprises: (i) an expiration date field indicative of a coupon expiration date, and (ii) a disablement field indicative of a date when the coupon will be rendered unprintable at the remote terminal.

65. An online method for providing and redeeming user-specific coupons, the method comprising the steps of:

storing in a storage device at a central location electronic coupon information pertaining to a group of coupons available;

receiving at the central location a request from a user of a remote terminal, the request being received over a network and being a request for access to stored coupon information;

determining at the central location if the user is a registered user, and

if the user is not registered:

- i) transmitting a prompt to the remote terminal to electronically complete a user profile and transmit the profile to the central location over the network for storage at the central location;
- ii) receiving and storing a user profile at the central location; and
- iii) downloading from the central location to the remote terminal a coupon data management software module for managing the printing of coupons, including unique user identification information;

if the user is registered, accessing the stored user profile;

the user viewing a subset of coupons from the group of coupons, the subset of coupons being based at least in part on user-specific information, which comprises user profile information and/or user usage history information;

transmitting from the remote terminal to the central location a request for at least one coupon selected from the subset of coupons, the selected coupon comprising various fields, including a redemption amount field and at least one other field, the redemption amount field

being indicative of a discount provided by the coupon, the redemption amount field and at least one other field being variable in accordance with user-specific information associated with the requesting user;

generating an electronic coupon correlated to at least a portion of the received coupon, the electronic coupon comprising data indicative of a product to be purchased by the user and a discount amount to be applied to the purchase; and

transmitting the electronic coupon based on a request received from the remote terminal to a vendor with which the user will utilize the electronic coupon to execute a transaction associated with the coupon.

66. In an online system operated over a network, the network comprising at least one server at a central location accessible over the network via remote terminals, and a storage device in communication with the server, a method comprising the steps of:

- a) receiving electronically at the central location electronic coupon information concerning coupons available from at least one coupon source;
- b) storing in a storage device at the central location electronic coupon information pertaining to a group of coupons available;
- c) receiving at the central location a request from a user of a remote terminal, the request being received over the network and being a request for access to stored coupon information;
- d) determining at the central location if the user is a registered user of the system, and  
if the user is not registered:
  - i) transmitting a prompt to the remote terminal to electronically complete a user profile and transmit the profile to the central location;
  - ii) receiving and storing a user profile at the central location; and
  - iii) downloading from the central location to the remote terminal a coupon data management software module for managing the printing of coupons, including unique user identification information;if the user is registered, accessing the stored user profile;



- e) determining at the central location a subset of the group of coupons that should be made available to the user based on user-specific information, which comprises user profile information and/or user usage history information;
- f) making the subset of coupons available to the user via the remote terminal
- g) receiving from the user a request to download user-selected ones of the subset of available coupons;
- h) transmitting to the user the electronic coupon information to enable the user to print the user selected coupons at the remote terminal; and
- i) storing at the central location information about coupons viewed or downloaded by a user.

67. The method of claim 66 further comprising the step of automatically sorting the coupons by at least one of a category and a subcategory.

68. The method of claim 66, where each coupon printed comprises unique information so that each coupon can be printed only once.

69. The method of claim 68, where each coupon comprises user identification information corresponding to the user that printed the coupon.

70. The method of claim 69, where each coupon comprises a unique coupon identifier.

71. In an online system operated over a network, the network comprising at least one server at a central location accessible over the network via remote terminals, and a storage device in communication with the server, a method comprising the steps of:

- a) receiving electronically at the central location electronic coupon information concerning coupons available from at least one coupon source;
- b) storing in a storage device at the central location electronic coupon information pertaining to a group of coupons available;

- c) receiving at the central location a request from a user of a remote terminal, the request being received over the network and being a request for access to stored coupon information;
- d) storing user profile information;
- e) receiving from the user a request to download user-selected ones of the group of available coupons;
- f) transmitting to the remote terminal the electronic coupon information to enable the user to print the user selected coupons at a remote location; and
- g) generating a shopping list of products associated with the user selected coupons, where the list can be printed by the user.

72. In an online system operated over a network, the network comprising at least one server at a central location accessible over the network via remote terminals, and a storage device in communication with the server, a method comprising the steps of:

- a) receiving electronically at the central location electronic coupon information concerning coupons available from at least one coupon source;
- b) storing electronic coupon information in the storage device pertaining to a group of coupons available;
- c) receiving at the central location a request from a user of a remote terminal, the request being received over the network and being a request for access to stored coupon information;
- d) determining at the central location if the user is a registered user of the system, and
  - if the user is not registered:
    - i) transmitting a prompt to the user's remote terminal to electronically complete a user profile and transmit the profile to the central location over the network for storage at the central location; and
    - ii) receiving and storing a user profile at the central location, the profile including user identification information and user demographic data;
  - if the user is registered, accessing the stored user profile;

- e) receiving from the user a request to download user-selected ones of the group of available coupons;
- f) transmitting to the user the electronic coupon information to enable the user to print the user selected coupons at the remote terminal;
- g) storing at the central location information about coupons viewed or downloaded by a user; and
- h) transmitting from the central location to the coupon source information about coupons viewed or downloaded.

73. The method of claim 72, wherein the information about coupons transmitted to the coupon source comprises only demographic information about a user.

74. The method of claim 72, wherein electronic coupon information is received at a plurality of servers from the at least one coupon source.

75. In an online system operated over a network, the network comprising at least one server at a central location accessible over the network via remote terminals, and a storage device in communication with the server, a method for enabling a user of a remote terminal to view and obtain user-specific coupons with user-specific data, the method comprising the steps of:

- a) receiving electronically at the central location electronic coupon information concerning coupons available from at least one coupon source;
- b) storing in a storage device at the central location electronic coupon information pertaining to a group of coupons available;
- c) receiving at the central location updated electronic coupon information from the coupon source;
- d) revising the stored coupon information based on the updated coupon information;
- e) receiving at the central location a request from a user for access to stored coupon information;
- f) receiving electronically at the central location user profile information and storing the user profile information in a user profile at the central location;

- g) receiving from the user a request for selected ones of available coupons; and
- h) transmitting to the user information from the revised electronic coupon information to enable the user to print the user selected coupons at a remote terminal.

### REMARKS

Claims 1-46 have been canceled. New claims 47-75 have been added. Claims 47-75 are pending. No new matter has been added by these cancellations or additions. Applicant respectfully requests examination of the above-captioned application based on the amendments set forth above.

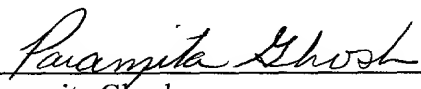
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Respectfully submitted,

HUNTON & WILLIAMS

Date: January 5, 2001

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